2020 Calendar

JANUARY
- **CHEMICAL PEELS & SCRUBS**
  - Assignments due 10/15/19
  - Game Changers: Bold Brighteners
  - Put It into Practice: Chemical Peels & Scrubs
  - Critical Collections: Tea Tree Oil
  - Press due 11/1/19

FEBRUARY
- **EQUIPMENT & DEVICES**
  - Assignments due 11/15/19
  - Game Changers: CBD Sweethearts
  - Put It into Practice: Equipment & Devices
  - Critical Collections: Rose
  - Press due 12/2/19

MARCH
- **SPA WELLNESS**
  - Assignments due 12/16/19
  - Game Changers: Sultans of Spring
  - Put It into Practice: Vitamins & Supplements
  - Critical Collections: Honey
  - Press due 1/2/20

APRIL
- **HAIR REMOVAL**
  - Assignments due by 1/15/20
  - Game Changers: Fruit Favorites
  - Put It into Practice: Hair Removal
  - Critical Collections: Squalene
  - Press due 1/31/20

MAY
- **SUN CARE & SPRAY TANNING**
  - Assignments due 2/14/20
  - Game Changers: Breakout Busters
  - Put It into Practice: Sun Care & Spray Tanning
  - Critical Collections: Seaweed
  - Press due 3/2/20

JUNE
- **SPA BUSINESS & EDUCATION**
  - Assignments due 3/16/20
  - Game Changers: Aging Allies
  - Put It into Practice: Business Tools
  - Critical Collections: CBD
  - Press due 4/1/20

JULY
- **TEENAGE ACNE**
  - Assignments due 4/15/20
  - Game Changers: Champion Cleansers
  - Put It into Practice: Teenage Acne
  - Critical Collections: Clay
  - Press due 5/1/20

AUGUST
- **FINE LINES & WRINKLES**
  - Assignments due 5/15/20
  - Game Changers: Hydrating Heroes
  - Put It into Practice: Antiaging
  - Critical Collections: Ginger
  - Press due 6/1/20

SEPTEMBER
- **BODY THERAPIES**
  - Assignments due 6/15/20
  - Game Changers: Vital Vitamins
  - Put It into Practice: Body Tools, Devices, & Products
  - Critical Collections: Probiotics
  - Press due 7/1/20

OCTOBER
- **SUN DAMAGE & HYPERPIGMENTATION**
  - Assignments due 7/15/20
  - Game Changers: Beauty Besties
  - Put It into Practice: Sun Damage & Hyperpigmentation
  - Critical Collections: Pumpkin
  - Press due 7/31/20

NOVEMBER
- **45TH ANNIVERSARY ISSUE**
  - Assignments due 8/14/20
  - Special sections due by 9/1/20

DECEMBER
- **MATURE ACNE**
  - Assignments due 9/15/20
  - Game Changers: Sensitive Soothers
  - Put It into Practice: Mature Acne
  - Critical Collections: Citrus
  - Press due by 10/1/20

*Put It into Practice is available to current advertisers only.
*Critical Collections is product mail-in only.
**All topics and deadlines are subject to change.
2020 Digital Calendar

January
- Giving Back to the Community
  Assignments due 10/15/19

February
- Social Media
  Assignments due 11/15/19

March
- Taxes, Accounting, Billing, etc.
  Assignments due 12/16/19

April
- Add-ons & Upselling
  Assignments due 1/15/20

May
- Client Retention
  Assignments due 2/14/20

June
- Branding & Strategy
  Assignments due 3/16/20

July
- Insurance & Liabilities
  Assignments due 4/15/20

August
- Self-Care
  Assignments due 5/15/20

September
- Employee Relations & Hiring
  Assignments due 6/15/20

October
- Marketing
  Assignments due 7/15/20

November
- Customer Service
  Assignments due 8/14/20

December
- Retail & Spa Design
  Assignments due 9/15/20

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